

TO:

25-Sep-12

Susie Toma
Cheryl Long

FROM:

Dawn Tavoletti

RE:

Political Rebate

Candidate: Rothfus

Week of: 9/17 - 9/23

Contract Number: 332378 - HL 6328604

copy:

Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

Dayparts:

| Line # | ordered | Length | rate paid | Rate Section | # of spots | LUC | Rebate amount |
|--------|------------|--------|-----------|--------------|------------|-------|---------------|
| 7 | 6-630P Sat | :30 | \$475 | 5 | 1 | \$200 | \$275 |

TOTAL REBATE (Gross)
(Net)

\$275
\$233.75



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ RTV

☐ WPXI.com

☐ WPXI Mobile



Agency Strategic Media Placement Write-up Date 9/25/12

Client Pol-Rothfus Requested By D. Divoletti

Campaign/Title Congress Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒ _____

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 332378

Explanation of Adjustments by Requestor: LVL - see attached

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 275.00 Debited: \$ _____

NET Amount to be Credited: \$ 233.75 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: D. Divoletti Approved ☒ Date 9/25/12

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43205

Contract # 332378

Schedule Dates 09/21/12-09/24/12
Advertiser Pol/K Rothfus/R/Congress (13160)
Agency Strategic Media Placement (3469)
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 2715
Account Types National/Political
Billing Type Standard
Comments KEITH ROTHFUS 9/21
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/20/12
Last Modified 09/21/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06328604
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$866.25
Net Total \$4,908.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Sep. 2012 8 \$5,775.00
Grand Total: 8 \$5,775.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|-----------------------------|---------|
| 1.0 | Normal Line / Spot | 09/24/12-09/24/12 | 5 | :30 | 7A- 8A (EST) | 1 | | | | | | | | 1 | \$475.00 | \$475.00 | Pittsburgh (WPXI) | TODAY 7-8A/3 | 9/20/12 |
| 5.0 | Normal Line / Spot | 09/24/12-09/24/12 | 5 | :30 | 5:30P- 6P (EST) | 1 | | | | | | | | 1 | \$600.00 | \$600.00 | Pittsburgh (WPXI) | NEWS 530-6P/8 | 9/20/12 |
| 6.0 | Normal Line / Spot | 09/24/12-09/24/12 | 5 | :30 | 5:58P- Channel 11 News At 6pm M-F | 1 | | | | | | | | 1 | \$775.00 | \$775.00 | Pittsburgh (WPXI) | NEWS 6-630P/9 | 9/20/12 |
| 7.0 | Normal Line / Spot | 09/22/12-09/22/12 | 5 | :30 | 6P- CHANNEL 11 NEWS | 1 | | | | | | | | 1 | \$475.00 | \$475.00 | Pittsburgh (WPXI) | SAT NEWS 6-630P/10 | 9/20/12 |
| 8.0 | Normal Line / Spot | 09/21/12-09/21/12 | 5 | :30 | 4:29P- Judge Judy 430p | 1 | | | | | | | | 1 | \$375.00 | \$375.00 | Pittsburgh (WPXI) | JUDY 430P/11 | 9/20/12 |
| 9.0 | Normal Line / Spot | 09/24/12-09/24/12 | 5 | :30 | 6:59P- Jeopardy | 1 | | | | | | | | 1 | \$1,250.00 | \$1,250.00 | Pittsburgh (WPXI) | JEOP 7P/13 | 9/20/12 |
| 10.0 | Normal Line / Spot | 09/22/12-09/22/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | 1 | | | | | | | | 1 | \$1,450.00 | \$1,450.00 | Pittsburgh (WPXI) | LATE NEWS/14 | 9/20/12 |
| 11.0 | Normal Line / Preempt | 09/23/12-09/23/12 | 5 | :30 | 6P- 7P (EST) | 1 | | | | | | | | 1 | \$375.00 | \$375.00 | Pittsburgh (WPXI) | SUN 6-7P/NA PRG AND RATE/12 | 9/20/12 |
| 12.0 | M/G For 11.0.1 / Spot | 09/24/12-09/24/12 | 5 | :30 | 4:29P- Judge Judy 430p | 1 | | | | | | | | 1 | \$375.00 | \$375.00 | Pittsburgh (WPXI) | JUDY 430-5P/12 | 9/21/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.